UNEXPECTED COMMUNICATION 070891

Who is Stickerman?

I asked this question to many people and got many different answers. Somebody believed to be Stickerman but without witnesses to confirm his assumption. Someone else believes Stickerman is me but I denied it many times being only the Leaving Director of G.R.O. (General Register Office). Few others have tried to draw his face but no one was similar to one another. We can therefore believe that Stickerman has not got a precise identity, we do not know how old he is and neither what kind of habits he has except that one to attach stickers everywhere. I hope someone will not come on saying I am wrong again. For that concern myself, after the Mail Art, the Copy Art, the TRAX experience (wich lasted 7 years) and a period when I was producing the brand image of a music label, I started to print and spread stickers. **Why?** 1) With the fax I owm I can communicate with anyone but few people I know own one and then after a while you get fed up with the poor definition and the lack of colour, last but not least the problem with the lines and the discouraging bills. 2) With my Mac II Si computer I could send messages with a high degree of graphic art but it is diffuse even less than the fax so I use it to create new stickers. 3) A colour photocopy costs 60 times more than a sticker in Italy and you cannot stick it anywhere! 4) The Mail Art Network is OK for Mail Artists but do not expect your art to be appreciated by many other people than the postman who is only interested mainly in addresses. This way I decide to have the stickers I create printed and let the Mail Art Network know them so they might stick them in public places. Colourful, with a very high definition, low priced, light as stamps and easy to read by passers-by. In comparison with stamps they are better because they do not have to be licked and we have already to many occasions in which we must do so... They can be stuck anywhere while other Mail Art items are seen only by the Artists themselves and may be a few friends. Finally they do not need the perforations wich are the worst thing to ask a printer to do for you.

After winning the competition I have been appointed Director of the G.R.O. because I made my first 60 different stickers so I am now collecting the materials for an exhibition and a book. Photographic documentation of the use of my stickers, fanzines about stickers, comics with Stickerman as a protagonist, stickers from all over the world, etc. The only ones to be out of this collection are obviously the commercial and advertising ones.

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